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September 2, 2003

## UTILITY PATENT APPLICATION TRANSMITTAL

(new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket Number: MS#303971.01 (5069)

First Named Inventor: Peter Wassmann

Title: BRANDING FRAMEWORK

Express Mail Label Number: EL 801512921 US

TO: Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

### APPLICATION ELEMENTS

1. ☐ Fee Transmittal Form  
(original and duplicate)
2. ☐ Applicant claims small entity status
3. ☒ Specification [Total Pages 54]
4. ☒ Drawings [Total Sheets 12]
5. Oath or Declaration [Total Pages 02]
  - a. ☐ Newly executed (original or copy)  
☒ New (unexecuted)
  - b. ☐ Copy from a prior application  
(for continuation/divisional with  
Box 19 completed)
    - i. ☐ DELETION OF INVENTOR(s)  
Signed statement attached  
deleting inventor(s) named  
in prior application.

6. ☐ Incorporation By Reference  
(useable if Box 5b is marked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
7. ☒ Application Data Sheet
8. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
9. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
- a. ☐ Computer Readable Form
- b. ☐ Specification Sequence Listing on:
- i. ☐ CD-ROM or CD-R (2 copies); or
- ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

**ACCOMPANYING APPLICATION PARTS**

10. ☐ Assignment Papers (cover sheet & document(s))
11. ☐ 37 CFR 3.73(b) Statement ☒ Power of Attorney
12. ☐ English Translation Document (if applicable)
13. ☒ IDS with PTO/SB/O8A ☐ Copies of IDS Citations
14. ☐ Preliminary Amendment
15. ☒ Return Receipt Postcard
16. ☐ Request and Certification for Non-Publication. Form PTO/SB/35 is attached.
17. ☐ Certified Copy of Priority Document(s) if foreign priority is claimed
18. ☐ Other: \_\_\_\_\_

**IF A CONTINUING APPLICATION, CHECK APPROPRIATE  
BOXES AND SUPPLY THE REQUISITE INFORMATION**

19. ☐ Continuation ☐ Divisional ☐ Continuation-in-Part  
of prior application No.: \_\_\_\_\_
- ☐ Complete Application based on provisional Application  
No. \_\_\_\_\_

Prior application information: Examiner:  
Group Art Unit:

CORRESPONDENCE ADDRESS

20. Correspondence Address: Customer Number 321  
Attention: Robert M. Bain

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Robert M. Bain". The signature is written in a cursive, flowing style.

Robert M. Bain, Reg. No. 36,736

RMB/cjl